Intro to Snapchat

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What Snapchat is about

- Snapchat is based on sharing pictures and videos
- When you post something, after a certain amount of time it disappears - it encourages spontaneity
- Two thirds of Snapchat's users are under 25
- The vibe of Snapchat is casual and fun
- Snapchat lingo you should know:
- Snap - a Snapchat picture or video
- Story - a collection of snaps that you can share with followers
- Live - a variation of the Story where you can see the world through someone else's Snapchat
- Filters - overlays for your snaps that allow you to decorate pictures with text, graphics, and by applying color and contrast effects
- Geofilters - filters that can only be unlocked if you go to a specific location

- Lenses - when you're in selfie mode, or taking a picture of a face, tapping the screen calls up a list of available lenses, like making yourself look like a dog or giving yourself cool shades
- Snapcode - your profile badge, including your photo, that is scannable by other Snapchat users
- Discover - a section of Snapchat that is designed for brands and publishers to share stories